



PATENT
Attorney Docket No. 25396-006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Rick Kiessig, *et al.*
SERIAL NO.: 10/632,086 Examiner : *Not yet assigned*
FILING DATE : August 1, 2003 GROUP ART UNIT : *Not yet assigned*
FOR : SYSTEM AND METHOD FOR MANAGING CONTENT WITH EVENT DRIVEN
ACTIONS TO FACILITATE WORKFLOW AND OTHER FEATURES

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

POWER OF ATTORNEY

It's The Content, Inc., owner of the entire right, title and interest in, to and under the
above-identified application by virtue of an assignment filed for recordation herewith, hereby
appoints the attorneys and agents associated with Customer Number

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as Assignee's attorneys with full power of substitution and revocation to take any and all action
necessary with regard to the above-identified patent application.

Address all telephone calls to James G. Gatto at telephone number 703-464-8182.

Address all correspondence to Customer Number

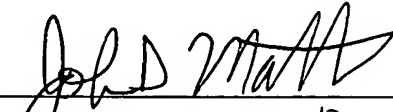
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The undersigned hereby declares that all statements made herein of his/her own
knowledge are true and that all statements made on information and belief are believed to be
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and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

IT'S THE CONTENT, INC.

By: 
Name: John Mathan
Title: President
Date: 7/26/04